

## REVENUE FORECASTING AND SALES FORCE MANAGEMENT USING STATISTICAL ANALYSIS

### ABSTRACT OF THE DISCLOSURE

5           The invention is directed to statistically quantifying sales opportunities in order to  
forecast revenue and generate solution-oriented sales plans. The system includes a database  
of business opportunities and associated conditions. The database represents a mathematical  
model, such as a Bayesian model, where the conditions and business opportunities are  
represented as objects within the model. A statistical engine analyzes the database and  
10       generates a probability set indicating the probability of successfully achieving the business  
opportunities. A network interface allows a user, using a remote computer, telephone or  
personal digital assistant (PDA), to communicate with the system and input data, such as the  
status of the particular conditions. The statistical engine adaptively adjusts the model. A  
marketing engine generates a sale plan as a function of the probability set. The sales plan  
15       includes a list of activities necessary to achieve each business opportunities. A reporting  
engine generates a revenue report as a function of the probability set.